

DECEMBER SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

25 YEARS

Greg Tudor

7 YEARS

Jesus Beltran

By the Numbers: Skiing

- Sixty-one percent of all skiers and snowboarders wear helmets, with over 93 percent of children 9 years old or younger donning the headgear.
- There are over 60 million skier visits to U.S. ski resorts each year.
- There were 486 ski areas operating last season.
- New York has the most ski areas in the United States, with 52 in operation last season.
- Four states have only one ski area: Alabama, Maryland, Rhode Island, and Tennessee. Only 13 U.S. states have no ski areas.

Source: National Ski Areas Association

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December Offers!

Thoughts from Richard Steed



Holiday cheer is upon us! Along with this festive season of gift-giving, there is often a small assortment of “gifts” that challenge our cheer. You know, like busy traffic, crowds, tangled tree lights, and the fear of forced felicity upon unwrapping THE DREADED REINDEER SWEATER (that you suspect the gift-giver

unwrapped in like manner last year)!

I meditated on the challenges of cheer this season until this thought hit me like a chimney brick: Why not apply our company philosophies to the challenges of the season? Could we have our stockings filled with goodies this year and yet have fewer challenges? I do believe the answer is YES!

Consistently exceed customer expectations = Exceed in love, kindness, giving, spreading holiday joy, compassion and empathy.

Enthusiastically provide customer support = Keep your enthusiastic attitude while shopping, driving, keeping the spring in your step, opening your heart and spreading joy.

Do it right the first time = Think with your heart. Give with your heart. Love with your heart. You can't go wrong.

Act with integrity = Give yourself to others.

The simple things matter most of all. . . . helping someone through a crowd could make their day. Letting someone go ahead of you in a long line will put a smile on their face. Saying “thank you” and showing appreciation to all the overworked and underpaid customer service personnel could have a lasting and memorable effect on them and those whom they serve after you.

Remember the best gift you can give is yourself. Let your light shine as bright as the star of Bethlehem! Inject yourself into every day and make the decision to have fun this holiday season.

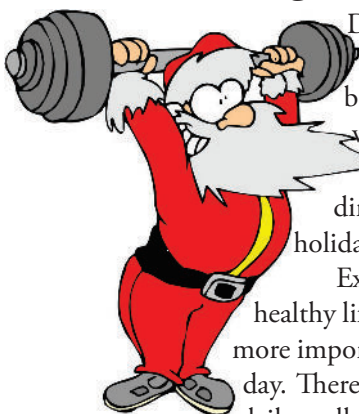
Merry Christmas!

Richard

SHRED 6 DRIVES FOR THE PRICE OF 5

One (1) Hard Drive shredded FREE for every five (5) you bring in during the month of December!

Battling The Holiday Bulge



Do you find your belly wiggling like a bowl full of jelly every January? It can be hard to keep from overindulging when you are faced with a December full of buffets, cookies, and holiday dinners. But there are ways to battle the holiday bulge.

Exercise is an important part of anyone's healthy lifestyle. During the holidays it is even more important to include exercise in your busy day. There is a stronger tendency to skip your daily walk, aerobics workout, or swim during winter. There are fewer daylight hours, and there are additional activities that demand your time. Taking time for yourself every day, however, will reduce stress and help you to stay fit and trim.

As for the eating, remember that the key to success is moderation. You don't have to deprive yourself of all those holiday goodies. Just keep portions reasonable and opt for some healthy substitutes. If you are invited to a holiday gathering, try to eat something healthy before you go. You won't be starving and tempted to eat everything available. Take small portions of everything you wish to taste and eat slowly.

Substitutions can help also. Instead of very high-fat eggnog, drink cranberry juice. Avoid fried foods and choose fresh fruits and vegetables instead. Munch on pretzels in place of chips, and choose a couple of chips instead of the cheesecake.

If you find yourself at a dinner party with a host or hostess that insists on second helpings, make your first serving is a small one. When you return for more, your second serving will bring your total intake up to one normal sized portion. Offer to bring a dish or two and make it healthy and low-fat.

As for your own holiday baking and food preparation, remember your limits and your weaknesses. If you have a tendency to eat handfuls of cookies, make batches to give away. Keep only a few for yourself. As your schedule gets more hectic, remember to take time to eat three meals a day and allow for time to plan for healthy meals.

A little planning and taking extra care to include exercise in your day will be all it takes to avoid gaining those extra pounds this holiday season. You will enjoy your happy and healthy holidays even more.

Quick Tips: Healthy Living

One great way to reduce the number of colds your family gets over the winter is to focus on good nutrition. Avoiding junk food and excess calories strengthens your immune system and gives you more energy. It is easy to sneak in some extra nutrients by adding healthy foods to snack time. Your family can munch on sliced apples, whole wheat crackers with cheese, yogurt, and oranges.

December Holidays and Events

Daily Observances:

- 1 World AIDS Day
- 1-7 Cookie Cutter Week
- 2 Special Education Day
- 2 International Day for the Abolition of Slavery
- 3 International Day of Persons with Disabilities
- 4 National Dice Day
- 6 National Miner's Day
- 6 National Pawnbrokers Day
- 7 National Pearl Harbor Remembrance Day
- 7 International Civil Aviation Day
- 9 National Salesperson's Day
- 10 Human Rights Day
- 10 International Shareware Day
- 10 National Day of the Horse
- 10-17 Human Rights Week
- 11 International Mountain Day
- 12 National Poinsettia Day**
- 15 Bill of Rights Day
- 15 Cat Herders Day
- 16 Underdog Day
- 17 Wright Brothers Day
- 18 International Migrants Day
- 18-24 Gluten-Free Baking Week
- 20 International Human Solidarity Day
- 21 Forefathers' Day
- 21 Humbug Day
- 22 National Haiku Poetry Day
- 22 First Day of Winter
- 24 Christmas Eve
- 25 Christmas
- 26 Boxing Day
- 26 National Thank You Note Day
- 26 National Whiner's Day
- 29 Tick Tock Day
- 30 Bacon Day
- 30 No Interruptions Day
- 31 Make Up Your Mind Day
- 31 New Year's Eve

Monthly Observances:

- Bingo's Birthday Month
- National Drunk and Drugged Driving Prevention Month
- National Write a Business Plan Month
- Safe Toys and Gifts Month
- Spiritual Literacy Month



“Courage is not simply one of the virtues, but the form of every virtue at the testing point.”

— C.S. Lewis

PacBlog

How to Protect Your Hard-Copy Data Long Term

PacBlog is the monthly web log of Pacific Records Storage. To read this month's installment, please click the title below.

<https://pacific-records.com/how-to-protect-your-hard-copy-data-long-term>

You may also access the PacBlog at the URL below. There you will find this month's installment along with archives of previous installments.

<http://pacific-records.com/category/pacnews>

Have A Question For Us?

We love to hear from all our good friends and clients who enjoy reading our monthly newsletter. If you have a question related to off-site document storage, shredding, media vaulting, or document imaging, please feel free to give us a call or send us an email.

(888) 893-6054 or info@pacific-records.com

**Do You Want
To Win A \$25
Amazon
Gift Card?**



Each month we'll give you a new challenge of some type. All those who reply with a correct answer are eligible to win. At the end of the month we'll draw the name of one lucky winner.

Here is this month's challenge:

What two letters of the alphabet do snowmen prefer?

Last Month's Answer to:

What did the tree do when the bank closed?

It started a new branch!

Last month's Winner:

MICHELLE MARTINEZ

**** CONGRATULATIONS ****

Do you know the answer to this month's challenge?

Email your answer to info@pacific-records.com

Welcoming Your Guests

If you have guests coming to stay with you this holiday season, you'll want them to feel right at home. Take a few moments to look around your home as you prepare for company.

If you'll be offering your guests a spare room, make sure that there are some extra pillows and blankets available. Clear knick-knacks off of end tables and dresser tops, and make sure there is ample lighting in the room. Provide a place for a coat, umbrella, purse, and keys, like a small table or sturdy chair. Your guests will need some drawer space and some empty hangers in the closet. Place a small empty basket in the bathroom to allow your guests to leave some of their personal items there.

Consider leaving your guests other practical items as well. Fill a small box or basket with a pad of paper, a pen, scissors, tape, and stamps. Place a box of tissues by the bed. If possible, leave an ironing board and iron in the closet. Adding an alarm clock and a phone, if possible, are conveniences that your guests will appreciate. Pamper them with some bottled water, fresh fruit, candies, magazines and newspapers.

In case your guests forgets to bring a book along with them, why not leave out one of your favorites?

Green Home

It is a good idea to have a regular inspection procedure for your home. Look for signs of leakage and water damage in your attic, around windows, around plumbing fixtures, and in basements and crawl spaces. Catching leaks early is the best defense against structural damage caused by excessive moisture. It also lets you catch mold growth before it becomes a problem.



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Are You Keeping the Right Business Records?

When you founded or took on the unique business you operate, did anyone ever tell you that you would also have to be a good administrator of business records, or at least hire one? All types of businesses need to keep business records, whether you're an artist, physician, lawyer, tattoo shop, restaurant owner, or sole proprietorship. Otherwise, you'll quickly find yourself in legal and financial trouble.

A major part of being a good business records administrator is knowing what to keep and for how long, and when and how to properly dispose of those records. Here we provide our guidelines to get you started.

Record Keeping

Records retention periods are mandated by state and federal laws that tell you how long your records must be kept and exactly when they must be destroyed. There are some records that you are required to keep for longer periods of time, while others should be kept indefinitely. Here are some general guidelines on what records you should be keeping:

- **Business Tax Returns** must be kept until you can no longer be audited for that tax year. The IRS requires companies to maintain returns for at least three (3) years beyond the filing year, but they still have the right to audit incorrect filings for up to six (6) years. This is why many accountants recommend saving your tax returns for seven (7) years.
- **Employee Records** that include resumes, job descriptions, performance reviews, and other employee information should be kept for at least seven (7) years after an employee leaves. The IRS recommends that you keep payroll tax records for four (4) years beyond when they were filed. Keeping records of employee injuries and worker's compensation reports should be extended to 10 years. There are several anti-discrimination laws that apply to hiring procedures and employee record keeping and would be vital should someone choose to challenge your hiring, employment, or firing procedures.
- **Business Ownership Records**, like articles of incorporation and organization, deeds, titles, property records, and contracts are records that need to be kept indefinitely. It is always wise to store these offsite.
- **Financial Records** that include bank statements, credit card statements, canceled checks, and invoices should be kept for seven (7) years if they serve the purpose of supporting your tax returns.

Records Management

The great thing about records management is that you don't have to fend for yourself. In addition to consulting the guidelines provided by state and federal government, a reputable records management company can also provide you with insight and guidance about your records and their disposition. You can also use their secure, off-site records storage facility to keep your information safe and secure.

No matter what business you're in, use this guide as a place to start with business records administration, then partner with a local records management provider to take you from good to excellent.



The 2023 calendars are in!

Please email us if you didn't get yours and would like one, or if you would like some for your office: info@pacific-records.com



Did You Know: Poinsettias

December 12th is National Poinsettia Day.

The flowers of the poinsettia plant, called cyathia, are the yellow clustered buds in the center. The red, pink, or white colored parts are actually the leaves.

Poinsettias have also been called the "Lobster Flower" and "Flame Leaf Flower."

Red poinsettias account for about 75 percent of all sales nationwide.

There are more than 100 varieties of poinsettias available.

More than 65 million poinsettia plants are sold each year, accounting for one-third of sales of all flowering plants year round and 85 percent of potted plant sales at Christmas.



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